



MAYOR

Arthur Letchas

COUNCIL

D. C. Aiken

Brandon L. Beach

Douglas J. DeRito

Debbie Gibson

Jim Matoney

Jim Paine

CITY ADMINISTRATOR

Robert Regus

City Hall

Two South Main Street

Alpharetta, Georgia 30004

<http://www.alpharetta.ga.us>

24-Hour Information

678 / 297-6015

To: Potential Sponsor

From: Janet Rodgers, Director of Special Events
City of Alpharetta

Re: Taste of Alpharetta 2004 Sponsorship Opportunity

Don't miss the opportunity to get involved in your community and have a major presence at the most attended event in Alpharetta! This premier event is called **"THE TASTE OF ALPHARETTA 2004"**. Your sponsorship does make a difference and I would appreciate your support of the **2004 Taste of Alpharetta Festival**. The date of the event is Thursday, May 20, 2004. There were over 48,000 people at the event in May 2003 and the attendance numbers continue to grow each year. You will find valuable facts about the event in your packet.

We are offering multiple levels of sponsorship opportunities for the Taste of Alpharetta, which are all outlined in the sponsorship packet. We would love to have your company as a sponsor for the festival in 2004. We understand the exposure that your company expects and needs at this event and we will make sure that you receive it. Please review a sampling of the media coverage received for the event.

We also have opportunities for your employees to work as volunteers at the event and really get involved with the businesses and communities that are included in our wonderful City of Alpharetta. You would have a positive presence in your community if you have your employees involved in the Taste of Alpharetta. This portrays a company that gives back to the people who transacts business with them.

If you would like to meet and discuss your sponsorship opportunities and how you can get your company and employees involved with the Taste of Alpharetta, please contact me at 678-297-6078. I can visit you at your convenience.

I look forward to your participation and seeing you at the Taste of Alpharetta 2004.

Kindest regards,





Taste of Alpharetta

Premier Sponsor Package:

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\$10,000 Sponsorship Fee

In agreeing to become a Platinum Sponsor for the 14th Annual Taste of Alpharetta Festival, your company will receive the following:

- Company Logo will be placed prominently on 500 T-shirts
- Company Logo will be placed prominently on 200 Posters
- Company Logo will be printed on the back of 300,000 Event Tickets
- Company Name will be featured on Flyers for Schools
- A complimentary 10' x 10' Tent at event to be used by company employees to promote products and/or services
- Recognition in festival ad space purchased in local papers
- Recognition at the City Council meeting on Monday, May 3, 2004
- Recognition in City Speaker, (appearing in the Revue & News on the 1st Thursday in May)
- Stage presence during Mayor's Welcome Program on event day
- Audio Announcements (recognition) throughout duration of event
- 4' x 6' Company Banner to be placed on front of main stage (you provide the banner)
- Recognition on Sponsor Board(s) at festival
- Event tickets \$200 worth
- 20 T-shirts
- Recognition of event maps
- Company name in Press Release for event



Taste of Alpharetta

Platinum Sponsorship Package:

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24-Hour Information

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\$5,000 Sponsorship Fee

In agreeing to become a Sponsor for the 14th Annual Taste of Alpharetta Festival, your company will receive the following:

- Company Logo will be placed on 200 Posters
- Company Name will be featured on Flyers to Schools
- A complimentary 10' x 10' Tent at event to be used by company employees to promote products and/or services
- Recognition at the City Council meeting on Monday, May 3, 2004
- Recognition in City Speaker, (appearing in the Revue & News on the 1st Thursday in May)
- Stage presence during Mayor's Welcome Program on event day
- Audio Announcements (recognition) throughout duration of event
- Recognition on Sponsor Board(s) at festival
- Event tickets \$75 worth
- 10 T-shirts
- Recognition on event maps
- Company name in Press Release for event





Taste of Alpharetta

Gold Sponsorship Package:

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24-Hour Information

678 / 297-6015

\$2,500 Sponsorship Fee

In agreeing to become a Sponsor for the 14th Annual Taste of Alpharetta Festival, your company will receive the following:

- Company Logo will be placed on 200 Posters
- Company Name will be featured on Flyers to schools
- Recognition at the City Council meeting on Monday, May 3, 2004
- Recognition in City Speaker, (appearing in the Revue & News on the 1st Thursday in May)
- Stage presence during Mayor's Welcome Program on event day
- Recognition on Sponsor Board(s) at festival
- Event tickets \$50 worth
- 5 T-shirts
- Company name in Press Release

